

**TCU ACAP**  
**Session Descriptions**  
**July 12-17, 2020**

Session	Description
<b>Insights (Building Me)</b>	What's your "Why" or purpose? What do you value? What's your story? What's your career aspiration? What's your brand? As one considers his/her purpose, values, and tell his/her story, he/she tend to makes better choices, are more effective in their relationships with others, and are more successful in their career pursuits (presence).
<b>College Prep Panel</b>	We explore the known and unknown about college life. Led by professionals and ACAP Alums, students are introduced to the various options of college life, including choosing the right college for you: majority university, HBCU, two-year college student athlete, gender-specific institution, etc.
<b>Admissions/Transfers, Financial Aid &amp; Scholarships</b>	Admissions requirements for various colleges and universities are explored. Transferring from two-year to four-year institutions are discussed. Financial aid application tips are explored: tuition costs, room and board, supplies, spending money, and scholarship leads and options.
<b>Personal Branding</b>	We now have greater control of our own destinies. With that comes increased responsibility and competition. To get ahead, we must manage the impressions others have of us (dress, language used, digital footprint, etc.). With a strong brand, you: <ul style="list-style-type: none"> <li>· Differentiate yourself from others.</li> <li>· Maximize your career potential.</li> </ul>
<b>Current State of Recruiting</b>	What is the outlook for careers in accounting and business? Who's hiring, and at what price? What do hiring managers look for in new hires? What skills should students develop now? When are offers for students generally made?
<b>Executive Roundtable/Dinner</b>	This event is an opportunity for ACAP students to meet, dine, and interact with ACAP Board Members, Corporate Partners, NABA members, and other business professionals who share lessons learned and other tips for success, while dining.

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<b>Group Project</b>	The Group Project is the capstone project for the week; thus, students are assigned to Project Groups. Each group will decide what type of business it is (e.g., public accounting firm, consulting firm, corporation, etc.) and what services it provides (audit, tax, advisory, forensics, etc.). Each Project Group will pitch its ability to deliver such products or services to a group of potential clients/customers who act as judges.
<b>Business Education Panel</b>	During ACAP Week, students explore the world of business education through the eyes of accounting educators, and shared experiences by NABA and other business professionals. ACAP students receive practical insights on: the profile of a successful student, professor expectations, career opportunities as business professionals, importance of advanced degrees and certifications, and tips for success in the corporate world.
<b>Accounting 101</b>	Accounting is the basic language of business. Whether you are a star athlete, a restaurateur, or CEO of a Fortune 500 company, having a basic understanding of accounting and finance will equip you with the necessary tools to make sound business decisions. Accountants not only "keep the books" or do taxes, but they also serve as auditors, consultants, and valued business advisors. In this session, students are introduced to basic accounting concepts and terminology, especially as they relate to their Group Project.
<b>Lunch &amp; Learn: Accounting Careers</b>	Accounting and finance professionals are found in every industry from public accounting firms to nonprofit organizations to K-12 schools. Regardless of the industry you are interested in, accountants are ALWAYS needed. In this session, students receive an explanation of the various roles of Accounting and Finance professionals.
<b>Talk Back</b>	This session is designed to create a positive, safe environment for students to express themselves freely on various topics of interest. Basic ground rules apply.

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<b>Corporate Tour &amp; Lunch</b>	During ACAP, students may tour an Accounting Firm, Corporation or non-public corporate environments. During the tours, students may hear from Senior Leaders, Accounting Managers, Recruiters, and Interns. The "Day-in-the-Life" proves to be valuable experiences for ACAP students, but also allow ACAP's Corporate Partners to connect with students early in their career pursuits.
<b>Social Outing; Alumni Night</b>	Each year, students are treated to a social activity such as bowling, Dave & Busters, amusement park, picnic, etc. ACAP Alums are invited to attend and share with the current students.
<b>Computer Lab</b>	During ACAP Week, students have multiple opportunities to work on their Group Project in the computer labs in the Neeley School of Business. Students also use this time to complete the individually-assigned projects.
<b>Group Project Rehearsals</b>	This time is set aside for Project Groups to present their projects before the Executive Director and/or his designees. The presentations are critiqued and feedback is given so that the groups can make the necessary changes before the final presentation on Thursday night.
<b>Group Presentations</b>	Students are required to prepare a 7 to 10-minute business plan presentation for Thursday night of ACAP Week. The clients/customers will listen to each of the Project Groups and decide which group they would like to engage for their business. The winning Project Group will present at the Closing Luncheon on Friday.
<b>Talent Show</b>	Students showcase their talents: singing, dancing, rapping, poetry reading, playing instruments, artwork, dramatic presentations, etc. Contestants are judged and monetary prizes are awarded to 1st, 2nd, and 3rd place winners.
<b>Closing Luncheon</b>	ACAP Week culminates with a Closing Luncheon or Banquet that includes recognition and awarding scholarships. The Group Project Winner and Talent Show Winner are featured during the program. Family members and Corporate Partners are encouraged to join the celebration.